

**Rutgers University**  
School of Business-Camden  
**Global Issues in Ecommerce Technology**  
**52:623:445**

**Spring 2017 Section 40 - Wednesday 6:00 - 8:50 PM**

## Professor

Dr. Julie E. Kendall  
Professor  
School of Business, Room 218 BSB  
(856) 225-6585  
[kendallj@crab.rutgers.edu](mailto:kendallj@crab.rutgers.edu)  
[www.thekendalls.org](http://www.thekendalls.org)



**Prerequisite: 52:623:302 or 52:623:334**

## Required Text

Laudon, K. & Traver, C. *E-Commerce 2016: Business, Technology, Society*, 12th Edition ©2017 ISBN-13: 978-0-13-393895-1

## Course Objectives

This international course in the ecommerce program integrates all the strategic aspects of ecommerce. Business-to-consumer and business-to-business ecommerce in business, society, and technology explored through cases involving actual organizations whose ecommerce sites are evolving or those that have succeeded or failed.

Evaluation of how an organization's international mission can be furthered through strategic alignment with their ecommerce presence. Cases in ecommerce present the strategic determinants of success for Web-based enterprises, for nonprofit organizations, as well as for the ecommerce segments of traditional businesses.

### ***Successful students should be able to:***

- 1. Understand the importance of ecommerce relationships among business, technology, and society within the international business context.**
- 2. Learn how ecommerce presence shapes organizational strategies.**
- 3. Understand global ecommerce policies, infrastructures, ISPs, mobile platforms, services, and products.**
- 4. Write an original research-based position paper that extends our knowledge of an ecommerce topic using a real-world case from your text and library research.**

## Grading Breakdown

<i>Item</i>	<i>%</i>
<b><i>First Examination</i></b>	30
<b><i>Second Examination</i></b>	30
<b><i>Ecommerce Case Team Presentation</i></b>	7.5
<b><i>Individual "Insight" Presentation</i></b>	7.5
<b><i>Term Project</i></b>	25
	100

## University Policies that Affect You

### Academic Integrity <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others
- properly acknowledge all contributors to a given piece of work
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to insure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

### Student Code of Conduct

Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. Students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests
- Resorting to physical threats or violence directed toward the instructor or other students (Physical threats or violence are a violation of the University's Code of Student Conduct and incidents should be referred to the Dean of Students immediately. Please consult "Standards of Classroom Behavior," in The University Code of Student Conduct <http://studentconduct.rutgers.edu/files/documents/UCSCJuly2011.pdf> and the University's "Policy against Verbal Assault, Defamation and Harassment" for further information at <http://studentconduct.rutgers.edu/files/documents/PolicyAgainstVerbalAssault.pdf>)

## Disability Services

- Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.
- If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

*Rutgers-Camden Disability Services:*

*Rutgers-Camden Learning Center Armitage Hall, Room 240 311 North Fifth Street Camden, NJ 08102-1405*

*Web page: <http://learn.camden.rutgers.edu/disability-services>*

*Phone: 856.225.6442*

*Fax: 856.225.6443*

*E-mail: [tpure@camden.rutgers.edu](mailto:tpure@camden.rutgers.edu)*

## Class Policies

1. Limited grading feedback will be available before the last day to drop the course.
2. This is a hybrid course. Some assignments and lectures will require the use of Sakai.
3. Students are expected to attend and participate in every in-class or online session. Come to class prepared to contribute to the discussion. Read the chapters and any relevant outside material you can find. Lack of participation will be reflected in the final grade.
4. Duties related to your employment or business do not provide an acceptable excuse for class absences or missed examinations.
5. **Makeup exams for non-university approved reasons are not guaranteed.** If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance and then take the exam on the specified day and time. If an alternative assignment has been offered, then the makeup will be the alternative assignment. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam and be prepared to provide written documentation to support your absence (such as a doctor's note).
6. If you have an approved excuse, you may take one make-up exam. If you take the makeup for Exam 1, you cannot take the makeup for Exam 2. The dates and time for make-up exams are **March 8 and April 26** respectively. By enrolling for this course you agree to the exam and make up dates.
7. Bonuses. Occasionally bonus points will be offered for answering questions in class or for completing an assignment by a specific date and time. Bonus points might be awarded at the beginning or end of any class period or as extra credit on an exam. If you miss a bonus opportunity, you won't be able to make it up, but there will be other opportunities during the semester. Try to take advantage of the bonus opportunities as they will allow you to achieve a better grade.
8. **No incompletes will be given.**
9. All changes and announcements will be made in class at least once. If you anticipate being absent from class, find a classmate who can pick up handouts etc. for you, as you are responsible for keeping up with this course. Handouts will be brought to class only once.
10. If a student wishes to have an exam or assignment regraded, the student should resubmit the exam or assignment to me before the next class period. I will regrade the assignment (up or down) **only if no** additional explanation is offered (written or oral).
11. Late projects will be penalized by one complete letter grade (e.g. an A would become a B; on a 100 point scale a 93 would become an 83). On certain designated dates a lab session will be scheduled to allow you to work either supervised or unsupervised on your projects. Use that time wisely. Do not make assumptions that you can use the computers in the room at other times because it may be scheduled for other classes.
12. Grading: 90 or above is A; 87-89 is a B+; 80-86 is a B; 77-79 is a C+, etc.

13. This is a project course. The “final” in this course is the term project.
14. If Rutgers cancels classes for a snow or other emergency, this class will not meet. If an exam is scheduled and the university is closed, the exam will be postponed one class period. Check the course Web page for possible class cancellations. If Rutgers cancels classes on a day when no exam is scheduled, expect the exam to take place on the date originally scheduled. Generally, exams will not be postponed, and grades or questions will be adjusted if necessary. Check you email if you are uncertain.
15. Students are required to turn off their cell phones while they are in class, unless there is an emergency. Emailing, texting, and Web-surfing other than assignments should not be done in class.
16. **All projects will be checked for originality using turnitin.com.** Projects that are not original will receive a grade of zero and may also result in serious sanctions.
17. Students are expected to know, understand, and adhere to the policies on academic integrity. Procedures for addressing violation of these policies outlined in the University Code of Academic Conduct will be followed. The polices can be found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>
18. **Your term project is considered complete and can be assigned a grade when I receive the electronic (sakai.rutgers.edu) copy of your project. Do not send me attachments by email.**
19. Submit assignments early. The official clock is the one displayed in sakai.
20. Teams: Periodically you will receive an ad hoc assignment to work in a small group or team for in class discussion and/or an outside of class assignment. It is your task to contribute your knowledge and ideas to the group’s work. Make sure to keep in contact with group members and be sure to come to class to turn in your group work or orally report your group’s findings on the assigned due date.
21. **April 3** is the last day to withdraw from this class with a “W”. For more information see the registrar’s website. <http://registrar.camden.rutgers.edu/>
22. Students should come to class on time and should stay in class throughout the class period. You have permission to leave the room in an emergency.

### Keeping a Journal

Students are expected to keep a weekly journal of accomplishments throughout the semester. It is important to do tasks relating to the course throughout the semester rather than waiting until the last minute. The journal is documentation that you are keeping up with the course. If you want help from me with assignments, bring the journal to your appointment.

### Email Communications

Email will be used for communication for this course outside of the classroom. Students are required to use their Rutgers University email address for this course. All official class notices will be sent via this account and it is the responsibility of the student to check this account regularly. It is possible to forward your email to outside servers (gmail, yahoo, etc.) by visiting [http://clam.rutgers.edu/account\\_tools.php](http://clam.rutgers.edu/account_tools.php) and clicking on Setup Mail Forwarding.

**When you email me put 52:623:445:40 in the subject. Otherwise it could be lost in spam, especially if you try to send it on gmail. I need to know the course you are taking and the section in order to answer your question. Disclaimer: You may get information for another section if you do not correctly identify your section in the email heading.**

### Computer/Web Assignments

Computer/Web assignments will be given periodically throughout the semester and will require you to learn software packages. You are required to keep up to date regarding when assignments are made, what is required, and when they are due. Computer projects must be professional looking when you submit them. Computer assignments will be submitted electronically via sakai.

### Presentations

Everyone will participate in two presentations. One will be a 25 minute team presentation. The other will be a 10 minute individual presentation. You will use **Microsoft PowerPoint** for both. No other types of software such as Prezi or Keynote are allowed.

## 52:623:445 Global Issues in Ecommerce Technology

<i>Date</i>	<i>Day</i>	<i>Topic</i>	<i>Reading</i>
<b>1/18</b>	Wednesday	Introduction to Ecommerce	
<b>1/25</b>	Wednesday	Special Topic: Wal-Mart's Ecommerce Strategy	
<b>2/1</b>	Wednesday	The Ecommerce Revolution is Just Beginning; Ecommerce Business Models and Concepts	Chapter 1 Chapter 2
<b>2/8</b>	Wednesday	Ecommerce Infrastructure: The Internet and Web; Building an Ecommerce Presence	Chapter 3 Chapter 4
<b>2/15</b>	Wednesday	Ecommerce Security and Payment Systems; Ecommerce Marketing and Advertising; Insight Presentations; Team Presentation 1	Chapter 5 Chapter 6
<b>2/22</b>	Wednesday	Exam Preview Insight Presentations; Team Presentations 2 and 3	
<b>3/1</b>	Wednesday	<b>Examination #1</b> (Chapters 1-6)	
<b>3/8</b>	Wednesday	Social, Mobile, and Local Marketing; Online Retailing and Services; Insight Presentations; Team Presentation 4	Chapter 7 Chapter 9
<b>3/15</b>	Wednesday	Spring Break – No classes	
<b>3/22</b>	Wednesday	Ethical, Social, and Political Issues in Ecommerce; Online Content and Media; Insight Presentations; Team Presentation 5	Chapter 8 Chapter 10
<b>3/29</b>	Wednesday	Social Networks, Auctions, and Portals; B2B Ecommerce: Supply Chain Management/Collaboration Insight Presentations; Team Presentation 6	Chapter 11 Chapter 12
<b>4/5</b>	Wednesday	Global Ecommerce; Strategic Importance <b>Midterm assignment due at 11:59 PM Thursday 4/6</b>	Lab class
<b>4/12</b>	Wednesday	Exam Preview Insight Presentations; Team Presentations 7 and 8	
<b>4/19</b>	Wednesday	<b>Examination #2</b> (Chapters 7-12)	
<b>4/26</b>	Wednesday	Term Project discussion; <b>Term Project with bonus is due at 11:59 PM on 4/26</b> <b>Term Project without bonus is due at 11:59 PM on 5/1</b>	
<b>TBA</b>	TBA	Final exam day special reading assignment to be announced	